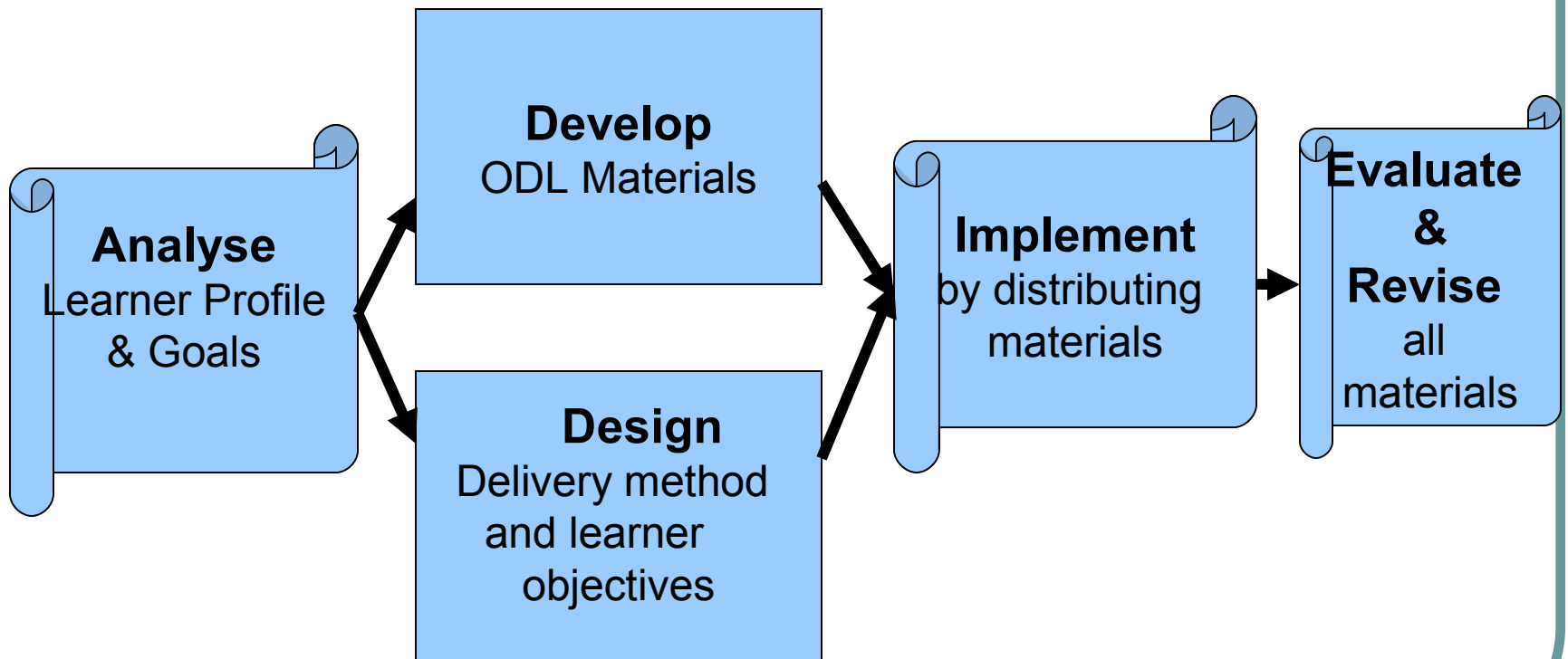


INSTRUCTIONAL DESIGN MODELS

Steps in the ADDIE instructional
Design Model

ADDIE Design Process



- **ALTERNATIVE** design models were created based on the **ADDIE** model

DICK & CAREY MODEL

- (1996)
- Popular and learner-centered

Knirk & Gustason

- 1986 designed a three stage process:
- 1st Problem Determination: involves identifying the problem and setting instructional goals.
- 2nd. Design stage: includes developing objectives and specifying strategies.

- Stage 3. in the development stage, materials are developed

KEMPT DESIGN MODEL

- 1994 design model takes a holistic approach to instructional design.
-
- all factors in the learning environment are taken into consideration, including:

- subject analysis,
- learner characteristics,
- learning objectives,
- teaching activities,
- resources (computers, books, etc.), support services
- evaluation.

- The process is iterative and the design is subject to constant revision.
- -the central focus is the learner needs and goals are the of this model.
- There is also a focus on content analysis,
- can be used for individual

GERLACH & ELY MODEL

- (1980)
- This design model is a prescriptive model that is well suited to K-12 and higher education.
- . The model includes strategies for selecting and including media within instruction; the allocation of resources; writing objectives

- Strength
- Good for novice instructional designers with knowledge and expertise in a specific context, they can identify with it
- Weakness:
- it may unintentionally reinforce the existing organization of learning and teaching in schools, rather than promoting a re-examination of best practices in classrooms.

Hannafin & Peck

- 1987 : Three Phases
- Phase 1: A needs assessment is executed
- Phase 11: the design of the materials
- Phase 111: development and implementation of instruction

Rapid PROTOTYPING DESIGN MODEL

- Tripp and Bichelmeyer's (1990)
- The process stages include:
- STAGE1: Performing a needs analysis,
- STAGE 2: Constructing a prototype,
- STAGE3: Utilizing the prototype to perform research and installing the final system.

- This model relies on expert instructional designers to utilize heuristics as well as past experience and intuition to guide the design.
- it is all inclusive and leaves the processes up to the designer
- It also has the appeal of having extended involvement with the intended user